



WKXW-FM  
Community Outreach Report  
Q1 2014

Following is a listing of some significant issues responded to by WKXW-FM (NJ101.5), Trenton, New Jersey, along with the most significant programming treatment of those issues for the period of **January 2014 through March 2014**. The listings are by no means exhaustive. The order in which the community outreach events appear does not reflect any priority or significance.

**Issue/Event:** Klondike Derby  
**Date:** Sunday, January 25, 2014  
**Time:** 8:30am  
**Duration:** 1 hour

**Description of Program/Event:** Station promoted awareness by announcing the event on air and by attending the Klondike Derby, an endurance and teamwork competition between the Boys Scouts of New Jersey, at the Watchung Reservation in Berkley Heights, NJ. Event was attended by NJ 101.5 Promotions Director Dan Specht.

**Issue/Event:** Cupid's Chase 5K Run  
**Date:** Saturday, February 8, 2014  
**Time:** 9am  
**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness by announcing the event on air and by attending the Cupid's Chase 5K Run with "Ray the Prize Guy" as the MC in the Princeton Shopping Center in Princeton, NJ. Cupid's Chase was a 5K Run that benefitted Community Options, a national non-profit organization that develops housing and employment support for people with developmental disabilities. Event was attended by NJ 101.5 Live Events Manager Ray Handel.

**Issue/Event:** Seton Hall University Career and Internship Fair  
**Date:** Friday, February 20, 2014  
**Time:** 5pm  
**Duration:** 2 hours

**Description of Program/Event:** Station promoted awareness of the Job Fair on [www.nj1015.com](http://www.nj1015.com) and collected resumes from students with a major or minor in Communications, Journalism, Radio-Television and Film or Marketing. Those resumes were then used to determine intern candidates for our Promotions and Marketing Internship Program, as well as news and digital internships. Questions were also answered about career opportunities in radio. Event was attended by NJ 101.5 Promotions Director Dan Specht.

**Issue/Event:** Polar Bear Plunge  
**Date:** Saturday, February 21, 2014  
**Time:** 10am  
**Duration:** 5 hours

**Description of Program/Event:** Station promoted the Polar Bear Plunge, which benefits the Special Olympics of New Jersey, by making announcements on air and promoting our five hour live broadcast by Big Joe Henry from Spicy's Cantina in Seaside Heights, overlooking the plunge. Event was attended by NJ 101.5 Promotions Director Dan Specht and NJ 101.5 Live Events Manager Ray Handel.

**Issue/ Event:** The College of New Jersey's Spring Career & Internship Day  
**Date:** Friday, February 28, 2014  
**Time:** 9am  
**Duration:** 5 hours

**Description of Program/Event:** Station promoted awareness of the Job Fair on [www.nj1015.com](http://www.nj1015.com) and collected resumes from students with a major or minor in Communications, Journalism, Radio-Television and Film or Marketing. Those resumes were then used to determine intern candidates for our Promotions and Marketing Internship Program, as well as news and digital internships. Questions were also answered about career opportunities in radio. Event was attended by NJ 101.5 Promotions Director Dan Specht.

**Issue/Event:** IHOP National Pancake Day  
**Date:** Tuesday, March 4, 2014

**Time:** 11am

**Duration:** 2 hours

**Description of Program/Event:** Station promoted IHOP's annual National Pancake Day on air and online at [www.nj1015.com](http://www.nj1015.com) to invite listeners to enjoy a free stack of pancakes and to make a donation to the Children's Specialized Hospital. Station encouraged donations to be made while on-site. Event was attended by NJ 101.5 Promotions Director Dan Specht.

**Issue/Event:** "Media, Ethics & Law" class at Rutgers University

**Date:** Thursday, March 27, 2014

**Time:** 9:50am

**Duration:** 80 minutes

**Description of Program/Event:** NJ 101.5 News Anchor Kelly Waldron Deal spoke before a "Media, Ethics & Law" class at Rutgers University. The students asked various questions including how to dress when going on a job interview at a radio station, how best to gear their student experience in order to get a job in radio and what would make them appealing to a potential boss. Kelly Waldron Deal also touched briefly on news, sales and other career opportunities in radio.